

YALSA Board of Directors Meeting
ALA Annual Conference, Chicago
January 30 – February 2, 2015

Topic: The Hub Manager Midwinter Report

Background: Allison Tran, the Member Manager of The Hub, YALSA’s YA literature blog, has provided the Board with a semi-annual report. The purpose of the blog is to provide an online resource for teens to use to find reading recommendations. This blog focuses on young adult literature and provides teens and the librarians who serve them with a definitive web connection to blog posts, images, booklists, and videos and more all related to teen reading.

Action Required: Consent

The Hub Manager Midwinter Report

Submitted by Allison Tran
29 December 2014

Overview

The Hub has been going strong through the latter half of 2014. The statistics for The Hub have fluctuated over the past year, depending on what type of content we’re featuring—patterns indicate that our readership is most engaged when we host reading challenges or other special content, such as teen generated articles. Commenting on blogs in general is still on a downward trend, but our site referrers show a shift in where people are finding The Hub and engaging in our content. Fewer are finding us via other blogs, while more are coming to The Hub from social media sites such as Pinterest.

Statistics

Snapshot (June – late December)

- Published 316 posts, an average of 10.4 posts per week.
- Attracted 196,886 page views, an average of 919 page views each day.
- Received 519 comments
- Invited 2,774 votes in Monday Polls, with an average of 89 responses for each poll.
- We’ve grown to 49 regular bloggers, having added 1 new blogger during this reporting period, and are currently communicating with several other potential new bloggers who are working on their first posts. We also have 5 semi-regular teen bloggers.

Page views

June 2014	33,436	June 2013	25,612
July 2014	26,471	July 2013	26,739
August 2014	27,281	August 2013	34,780
September 2014	31,282	September 2013	31,644

YALSA Board of Directors – Midwinter 2015

Topic: The Hub Manager Midwinter Report

October 2014	45,666	October 2013	35,934
November 2014	30,525	November 2013	36,905
December 2014	29,515 *	December 2013	39,127

* as of 12/28/14

Top referrers (for the past year)

1. Search Engines (168,076)
 - a. Google Search (160,32)
 - b. Bing (3,593)
 - c. Google Image Search (1,522)
 - d. Yahoo Search (1,237)
2. Twitter (15,753)
3. Facebook (5,986)
4. ala.org (5,470)
5. Tumblr (1,226)
6. Pinterest (1,205)
7. <http://cassandraclare.tumblr.com/post/89652571804/on-death> (747)
8. yalsa.ala.org (661)

Top search terms (for the past year – similar search terms combined)

1. yalsa hub / yalsa the hub / the hub yalsa (873)
2. books like the fault in our stars / books similar to the fault in our stars (820)
3. divergent party ideas / divergent activities (417)
4. teen hub / teens hub (347)
5. banned books / why do people ban books? (191)
6. warm bodies romeo and juliet /warm bodies romeo and juliet parallels (149)
7. yalsa hub challenge / hub reading challenge (113)
8. dystopias / dystopian novels for adults / dystopian vs apocalyptic (111)
9. awards / ala book awards (62)
10. now is good (57)

Accomplishments

- **Featured each of the 2014 Teens’ Top Ten winners** with an author interview or other types of feature posts.
- **Hosted YALSA’s teen blogging contest and published posts from the 31 winners throughout the month of October.** The Hub’s pageview statistics hit an all-time high during this month, demonstrating the success of this contest and the teen-generated content.
- **Worked with the Teens’ Top Ten committee to solicit submissions from Teens’ Top Ten book group participants** around the country and publish their guest posts on The Hub to give readers a glimpse into the experiences and perspectives of TTT book group participants, and draw greater awareness to the Teens’ Top Ten list.
- **Published in-depth coverage of YALSA’s 2014 YA Lit Symposium** in a series of posts just after the event, and published interviews with Symposium attendees in the weeks prior to the event to build buzz about it.

- **Launched the 2015 Morris/Nonfiction Reading Challenge**, which runs between the announcement of the award finalists and the day of the Youth Media Awards and encourages people to read the shortlisted titles for both awards. The reading challenge is accompanied by interviews with the finalists for each award, and weekly check-ins. At the time of this report, **57 participants** have signed up for the challenge.
- Continued to **explore issues of diversity in YA lit** with posts on transgender characters, disability, other cultures, and the representation of LGBTQ themes.
- Worked with YALSA to **create a board on YALSA’s Pinterest account** where Hub posts can be shared using the “Pinterest friendly” graphics created by Hub bloggers to increase sharing and promotion. (<https://www.pinterest.com/yalsa/we-love-ya-lit/>)
- **Expanded The Hub’s “tweets of the week”** team to include more bloggers, created a graphic to unify this post series, and standardized the format and content.
- Ran two **sponsored ads** on the blog’s sidebar.

Goals and Further Considerations

- Wrap up the Morris/Nonfiction Reading Challenge in January and launch the 2015 Hub Reading Challenge successfully in February.
- Increase multimedia content in Hub posts, including photos, illustrations, videos, and sound recordings.
- Continue to develop the Hub Advisory Board’s role in both large projects and day-to-day operations of the blog.
- Establish a timeline for more special features (contests, challenges) throughout the year to engage our readership.
- My term as Hub Manager will be up in August 2015. Plans to begin recruiting the next Hub Manager should likely be considered before ALA Annual.

*Respectfully submitted,
Allison Tran*

Additional Resources

The Hub site, www.yalsa.ala.org/thehub/